

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

| | | |
|--|--|--|
| <u>Contract / Revision</u> 499704 / | | <u>Alt Order #</u> 06388504 |
| <u>Product</u> OBAMA SKED A ADD | | |
| <u>Contract Dates</u> 10/23/12 - 10/29/12 | | <u>Estimate #</u> 2174 |
| <u>Advertiser</u> Obama For America | | <u>Original Date / Revision</u> 10/25/12 / 10/25/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> KVVU | <u>Account Executive</u> Teresa Difuria | <u>Sales Office</u> TELEREP-PHIL |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> | <u>Advertiser Code</u> 95 | <u>Product Code</u> 101 |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

And:

Greer Margolis Mitchell Burns, Inc (GMMB)
3050 K St NW
Washington, DC 20007

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-------------|-------------------|--------------------|--------------------------|-----------------------|-----------------|---------------|-------------------|-----------------------|-------------|-----------|--------------------|
| N 8 | KVVU | 10/28/12 | 10/28/12 | Family Guy/American Dad | Su 9p-10p | | :30 | | | NM | 3 | \$2,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | 1 | \$2,450.00 | | | |
| | <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | <u>Type</u> | | |
| | 1 | KVVU | 10/22/12-10/28/12 | Family Guy/American Dad | Su 9p-10p | -----Su | :30 | | \$2,450.00 | NM | | |
| | | | See MG 8.2,8.3,8.4 | | | | | | | | | |
| | 2 | KVVU | 10/26/12-10/26/12 | Fox 5 News M-F 11p | M-F 11-1135p | -----F---- | :30 | | \$1,025.00 | NM | | |
| | Ⓜ | MG for 8.1 10/28 | | | | | | | | | | |
| | 3 | KVVU | 10/28/12-10/28/12 | Simpsons/Simpsons | M-Sa 8-10p/Su 7-1 | -----Su | :30 | | \$650.00 | NM | | |
| | Ⓜ | MG for 8.1 10/28 | | | | | | | | | | |
| | 4 | KVVU | 10/29/12-10/29/12 | Special Early News | Special Early News | M----- | :30 | | \$775.00 | NM | | |
| | Ⓜ | MG for 8.1 10/28 | | | | | | | | | | |
| E 9 | KVVU | 10/27/12 | 10/27/12 | NCAA Football Early Game | NCAA Football Ear | | :30 | | | NM | 1 | \$4,100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$4,100.00 | | | |
| E 10 | KVVU | 10/28/12 | 10/28/12 | Sports Plus Su 1045p | 1045p-11p | | :30 | | | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$1,200.00 | | | |
| E 11 | KVVU | 10/25/12 | 10/29/12 | Extra | M-F 1:05-1:35am | | :30 | | | NM | 2 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/23/12 | 10/29/12 | M--TF-- | | | | 2 | \$100.00 | | | |
| E 12 | KVVU | 10/27/12 | 10/27/12 | TMZ Weekend | Sat 130-230am | | :30 | | | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S- | | | | 1 | \$150.00 | | | |
| Totals | | | | | | | | | | | 15 | \$24,250.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 10/01/12 - 10/28/12 | 12 | \$22,425.00 | \$19,061.25 |
| 10/29/12 - 10/29/12 | 3 | \$1,825.00 | \$1,551.25 |
| Totals | 15 | \$24,250.00 | \$20,612.50 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

| <u>Contract / Revision</u> | <u>Alt Order #</u> |
|----------------------------|--------------------|
| 499704 / | 06388504 |

| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
|-----------------------|------------------|-------------------|
| 10/23/12 - 10/29/12 | OBAMA SKED A ADD | 2174 |

| <u>Advertiser</u> | <u>Original Date / Revision</u> |
|-------------------|---------------------------------|
| Obama For America | 10/25/12 / 10/25/12 |

Signature: _____ Date: _____

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FAX# 610-225-1191
OCT25/12 09.26
HARRIS REPORT FROM REP
CHANGES
*** KVVU-TV ***

| | | |
|------------|--------------------|------------|
| REP. # | OFF. # 762 | SALESMAN # |
| BUYER NAME | MAURA GILROY | |
| SALES PRSN | PH- TERESA DIFURIA | |

ORDER # _____ CONTRACT # 6388504

| | CLASS: NATL. | LOCAL | REGIONAL |
|--|--------------|-------|----------|
|--|--------------|-------|----------|

| PRDCT | OBAMA SKED A ADD | EST#2174 | COMMENTS: (LINE, ORDER, INVOICE) |
|-------|------------------|----------|----------------------------------|
|-------|------------------|----------|----------------------------------|

| | | | |
|--------------|----------|----------|------|
| FLIGHT DATES | OCT23/12 | OCT29/12 | WK-1 |
|--------------|----------|----------|------|

| | | | |
|----------|-----------|----------------------|----------------|
| CITY TAX | STATE TAX | CO-OP BILLING NEEDED | DATE |
| | | | OCT25/12 09.26 |

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA SKED A ADD

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|---------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
| : LINE# | : | : | : | : | : | : | : DATE | : DATE | : /WK | : INVT | : | : SPTS |

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 2174
AGENCY PRODUCT CODE = 101

| | | | | | | | | | |
|------------------------------------|---|------------|----|------------|-------|-------|---|-----|---|
| 8 | S | 900P-1000P | 30 | \$2,450.00 | 10/28 | 10/28 | 0 | SUN | 0 |
| PROGRAM : FAMILY GUY /AMERICAN DAD | | | | | | | | | |
| CON COM1: FAMILY GUY /AMERICAN DAD | | | | | | | | | |

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

| | | | | | | | | | | | | |
|----|---|--|-------------|----|--|------------|-------|-------|---|--|-----|---|
| 14 | A | | 1100P-1135P | 30 | | \$1,025.00 | 10/26 | 10/26 | 1 | | FRI | 1 |
|----|---|--|-------------|----|--|------------|-------|-------|---|--|-----|---|

PROGRAM : NEWS
 ORD COM1 : SPOT N/A DUE TO BASEBALL.
 THIS IS A MAKE-GOOD FOR OCT28 ON LINE-8 FOR 1 SPOT/WK

| | | | | | | | | | | | | |
|----|---|--|------------|----|--|----------|-------|-------|---|--|-----|---|
| 15 | A | | 900P-1000P | 30 | | \$650.00 | 10/28 | 10/28 | 1 | | SUN | 1 |
|----|---|--|------------|----|--|----------|-------|-------|---|--|-----|---|

PROGRAM : SIMPSON'S/SIMPSON'S
 ORD COM1 : SPOT N/A DUE TO BASEBALL.
 PART OF A MAKEGOOD MADE UP OF LINES 14-16

| | | | | | | | | | | | | |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|
| 16 | A | | 400P-430P | 30 | | \$775.00 | 10/29 | 10/29 | 1 | | MON | 1 |
|----|---|--|-----------|----|--|----------|-------|-------|---|--|-----|---|

PROGRAM : NEWS
 ORD COM1 : SPOT N/A DUE TO BASEBALL.
 PART OF A MAKEGOOD MADE UP OF LINES 14-16
 STATION MAKEGOOD OFFERS:

| | | | | | | | | | | | | |
|----|------|-------|--------------------------------|--|--|--|-------|--|-----|------------|-------------|--|
| M2 | OK'D | BUY#8 | MISSED: SUN/900P-1000P | | | | OCT28 | | 30S | \$2,450.00 | (OCT24/12) | |
| | | | OFFER: FRI/1100P-1135P | | | | OCT26 | | 30S | \$1,025.00 | PLS ADVISE. | |
| | | | & SUN/900P-1000P | | | | OCT28 | | 30S | \$650.00 | | |
| | | | & MON/400P-430P | | | | OCT29 | | 30S | \$775.00 | | |
| | | | CMT: SPOT N/A DUE TO BASEBALL. | | | | | | | | | |

| | | | | | | | | | | | | |
|--------|----------|--------|----------|--|--|--|--|--|--|----------------|----------|--|
| OCT/12 | 23475.00 | NOV/12 | \$775.00 | | | | | | | | | |
| | | | | | | | | | | CONTRACT TOTAL | 24250.00 | |
| | | | | | | | | | | TOTAL SPOTS | 15 | |

MARKET TOTALS \$93,000 KVVU 20% KSNV 21% KLAS 29% KTNV 23% KVMY 4% KVCW 2% CABL 0%
 SHARES EST. KTUD 1%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE